

## REMARKS

Claims 35-57 are pending in the present application. Claims 35-57 stand rejected under 35 U.S.C. § 103(a).

The Examiner has rejected Claims 35-57 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 5,940,831 (Takano) in view of U.S. Patent 5,924,090 (Krellenstein). In light of the amendments to the claims and the arguments made below the, Applicant respectfully traverses the rejection.

Takano discloses a hypermedia system operating in a network environment which comprises one or more servers for storing node data and its link data. The system in Takano further includes the functionality to display node data obtained from the server and directory information obtained from the directory server. The system further includes a retrieval means to select appropriate data and any secondary information from the directory information storage means.

Krellenstein discloses a method and apparatus for searching a database of records and organizing the search results into relevant categories. Search results are dynamically compiled in an HTML page and then presented as links on the generated page where a user may then select the link to view the item.

The Applicant's invention is non obvious in light of the cited art, because neither reference teaches or suggests the type of database system and image presentation system as disclosed in the Applicant's invention. In the Office Action of July 18, 2003, the Examiner notes with regards to the Takano reference that the node identifiers described in this reference are equivalent to the hierarchal identifiers disclosed in the Applicant's invention. The Applicant believes that this interpretation is incorrect. As described in Claim 45 and 46 of the present application, the hierarchal identifier when selected is used to search and locate assets which include the hierarchal identifier in their profile. Conversely, in Takano each of the node identifiers is merely a description or link for a particular document which is included within a category. The node identifier is never used as part of the search.

In Takano, the "category" is the item which is selected by a user (although it is typed in a dialog box in the Takano reference) and then used to perform a search. In Takano, the database includes a table entry for each of the categories. Included in the entry are the node numbers which are in turn selectable in order to view a particular document. This data table entry is static in the

sense that every time a new document is added to a particular category, the table must be updated to indicate the new node number. Further, every time a new document is created each category entry to which it would apply must be updated.

The advantage of the Applicant's invention is that assets can be added or removed without the need to update the tables within the system. Specifically with regard to Claims 35 and 46, the Takano reference does not teach a search and compile apparatus which performs a search of the profiles and identifies assets which include the selected hierarchal identifier. In order for Takano to be an equivalent system each node identifier would have a profile associated with it. Instead of doing that, assets in Takano are identified as sub-elements of a category. Still further, because of static nature of the information used in the Takano, this reference also does not include any user interface generation means which dynamically generate one or more pages which include selected data for the identified assets.

The Applicant's invention is also not obvious in light of Krellenstein either alone or in combination with Takano. One of the advantages of the Applicant's invention is that each asset may be accessible from a number of different HTML pages on a particular site. The Examiner will note that Claims 35 and 46 have been amended to now describe that the system includes a plurality of interactive screen displays which are presentable and each includes at least one hierarchal identifier.

In the system and method described in the Applicant's invention, various pages may be configured so as to simplify the locating of one or more assets because they are accessible from multiple interactive screen displays. The Krellenstein reference does not describe the functionality for presenting a plurality of interactive screen displays each with at least one hierarchal identifier. In Krellenstein, this functionality is not necessary because it is a web search type system wherein a system user goes to a certain site on the web and then enters search terms in a dialog box.

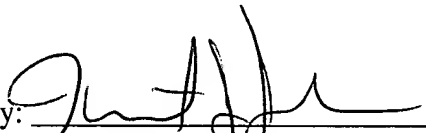
The combination of the references also do not make obvious the Applicant's invention because neither teaches or suggests a database type system where assets are easily added, removed and/or amended such that other locations in the system do not need to be updated in conjunction therewith. In Krellenstein, only one interactive user interface is presented for identifying and retrieving information from the system and it does not include at least one hierarchal identified which may be selected. In Takano, the same issue exists whereby a single dialog box is provided wherein a system user would enter a particular category. Neither system provides the functionality for a system user to review the various hierarchal identifiers on a plurality of interactive user

interfaces and then make a selection from them. As such, in light of the arguments made above the Applicant respectfully traverses the rejections under 35 U.S.C. § 103(a).

Based upon the foregoing, Applicants believe that all pending claims are in condition for allowance and such disposition is respectfully requested. In the event that a telephone conversation would further prosecution and/or expedite allowance, the Examiner is invited to contact the undersigned.

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Date: October 20, 2003